



 National Institute of Arthritis and Musculoskeletal and Skin Diseases

NIAMS National Multicultural Outreach Initiative



Presentation Objectives

1. Background
2. Audience research findings
3. Product development, field testing, national distribution, evaluation
4. Questions

Background

Goal

To **raise awareness** in multicultural communities about the **availability of NIAMS and NIH resources** to help people with conditions of the bones, joints, muscles and skin.

Focus

Health Conditions:

- Bone diseases
- Joint diseases
- Muscle diseases
- Skin diseases

Target Audiences:

- African Americans
- Hispanics/Latinos
- American Indians, Alaska Natives, and Native Hawaiians
- Asian Americans and Pacific Islanders

Accomplishments to Date

- Convened work groups
 - 4 multicultural
 - 1 leadership
 - 1 evaluation
- Held strategic planning meeting June 2010
- Conducted formative research with members of multicultural communities with conditions of bones, joints, muscles, and skin

Audience Research Findings

Methodology

- Conducted 18 focus groups and 20 in-depth telephone interviews with the 4 populations:
 - African Americans (40)
 - Hispanics/Latinos (42)
 - American Indians, Alaska Natives, and Native Hawaiians (59)
 - Asian Americans and Pacific Islanders (35)
- Research conducted: November 2010 – June 2011

Common Threads Across All Multicultural Communities

- Regular debilitating pain and disability.
- Potent medications and coping therapies/methods used.
- Health information trusted most when multiple sources are consistent.
- Some distrust toward doctors but ultimately doctors are the experts.
- “Disease” is associated with contagion and death.

Common Threads Across All Multicultural Communities

- Before and after stories from “someone like me” with photos of “real” people in real settings most believable and motivational.
- Spell out NIAMS acronym and connect to the Federal government.
- Highlight “based on proven studies” and “free” resources.

Common Threads Across All Multicultural Communities

- Themes of family and wisdom resonate best.
- Text messages LEAST well-received communication channel.
- Calendar and video most popular formats.

Product Development, Field Testing, and National Distribution

Product Development

- Create four health planners, one tailored for each target audience.
- Planner includes:
 - research-based, culturally relevant health messages and science-based facts throughout
 - self-care tips to treat symptoms/pain from condition
 - testimonials from “real people” dealing with their conditions to provide inspiration and hope.
- Raise awareness and promote the availability of the NIAMS’ and NIH’s free resources.



Joint Pain

MAY "Water aerobics help. I go to the YMCA. It helps me get through my day."

What can I do about joint pain?
First, see your doctor. There are different causes for joint pain, and a doctor can help find the cause.

Can I get relief? You can feel better!

- Take a warm shower.
- Do some gentle stretching exercises.
- Use an ice pack on the sore area.
- Rest the sore joint.

How can I find out more?
The Federal Government has free, easy-to-read publications about joint pain. You can order these from the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS):

- Do I Have Arthritis?
- Arthritis and Rheumatic Diseases: Fast Facts
- Living With Arthritis: Easy-to-Read Information for Patients and Families.
- Unravelling Fast Facts
- Rheumatoid Arthritis: Fast Facts
- Good Fast Facts
- Back Pain Fast Facts

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
Mother's Day	National Women's Health Week	23	24	25	26	27
28	29	30	31	NOTES		
Memorial Day						

FACT More than 46 million people in the United States have arthritis or other rheumatic conditions.

IMPORTANT PHONE NUMBERS:
NIAMS Publications: 877-22-NIAMS (226-4267)
Doctor _____
Pharmacy _____
Family Member _____
Family Member _____

IMPORTANT WEB SITES:
NIAMS Publications: www.niams.nih.gov
Arthritis Foundation: www.arthritis.org
Notes About What Helps Me: _____

Quote or testimonial

References to NIAMS and/or NIH resources

Overhang to fill in with important contact information

Field Testing

- Work with two Federal agencies to field test health planners for a 6-month period.
- Assess effectiveness of community health workers as a channel for accessing multicultural communities.
- Assess effectiveness of health planners to increase awareness of NIAMS and NIH as reliable sources of health information.

National Distribution

- Develop an online toolkit for outreach to multicultural communities. Toolkit will include:
 - Best practices from field testing
 - Templates for 4 multicultural health planners that can be customized with organization contact information
 - Image gallery of multicultural photos
- Provide the online toolkit to organizations and the public to readily access and use.

Evaluation

- Formative evaluation to determine product and message concepts (completed)
 - Focus groups
 - In-depth telephone interviews
- Process and outcome evaluation to assess effectiveness of field testing
 - Progress reports from organizations
 - Uptake from NIAMS clearinghouse and website
- Process and outcome evaluation of use of on-line toolkit